

9167

TRANSMITTAL OF INFORMATION DISCLOSURE STATEMENT
(Under 37 CFR 1.97(b) or 1.97(c))

Docket No.
14419

In Re Application Of:

Noriko Ito

MAY 20 2004

Serial No.

09/814,288

Filing Date
March 21, 2001

Examiner
unassigned

Group Art Unit
2167

Title:

ADVERTISEMENT PROVIDING SYSTEM AND METHOD

Address to:
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

37 CFR 1.97(b)

1. The Information Disclosure Statement submitted herewith is being filed within three months of the filing of a national application other than a continued prosecution application under 37 CFR 1.53(d); within three months of the date of entry of the national stage as set forth in 37 CFR 1.491 in an international application; before the mailing of a first Office Action on the merits, or before the mailing of a first Office Action after the filing of a request for continued examination under 37 CFR 1.114.

37 CFR 1.97(c)

2. The Information Disclosure Statement submitted herewith is being filed after the period specified in 37 CFR 1.97(b), provided that the Information Disclosure Statement is filed before the mailing date of a Final Action under 37 CFR 1.113, a Notice of Allowance under 37 CFR 1.311, or an Action that otherwise closes prosecution in the application, and is accompanied by one of:

the statement specified in 37 CFR 1.97(e);

OR

the fee set forth in 37 CFR 1.17(p).

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TRANSMITTAL OF INFORMATION DISCLOSURE STATEMENT
(Under 37 CFR 1.97(b) or 1.97(c))

Docket No.
 14419

In Re Application: O I P
 Noriko Ito

MAY 20 2004
 JC34

Serial No.
 09/814,288

Filing Date
 March 21, 2001

Examiner
 unassigned

Group Art Unit
 2167

ADVERTISEMENT PROVIDING SYSTEM AND METHOD

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Payment of Fee

(Only complete if Applicant elects to pay the fee set forth in 37 CFR 1.17(p))

- A check in the amount of _____ is attached.
- The Director is hereby authorized to charge and credit Deposit Account No. 19-1013 SSMP as described below.
- Charge the amount of _____
 Credit any overpayment.
 Charge any additional fee required.

Certificate of Transmission by Facsimile*

I certify that this document and authorization to charge deposit account is being facsimile transmitted to the United States Patent and Trademark Office (F:

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I certify that this document and fee is being deposited on May 10, 2004 with the U.S. Postal Service as first class mail under 37 C.F.R. 1.8 and is addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

[Signature]
 Signature of Person Mailing Correspondence

Paul J. Esatto, Jr.

Typed or Printed Name of Person Mailing Certificate

*This certificate may only be used if paying by deposit account.

[Signature]
 Signature

Paul J. Esatto, Jr.

Registration No. 30,749

Scully, Scott, Murphy & Presser

400 Garden City Plaza

Garden City, New York 11530

Dated: May 10, 2004

CC:

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Noriko Ito **Examiner:** Unassigned
Serial No.: 09/814,288 **Group Art Unit:** 2167
Filed: March 21, 2001 **Docket:** 14419
For: ADVERTISEMENT PROVIDING
SYSTEM AND METHOD **Dated:** May 10, 2004

Confirmation No. 4794

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 23313-1450

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GROUP 3600

INFORMATION DISCLOSURE STATEMENT

Sir:

In accordance with 37 C.F.R §§1.97 and 1.98, it is requested that the following references, which are also listed on the attached Form PTO-1449, be made of record in the above-identified case.

1. Japanese Unexamined Patent Application No. 11-265398 dated September 28, 1999 together with English language Abstract;
2. Katashi Nagao, "Agent Augmented Reality-Integration of the Real World and Information Worlds via Agents, Information Processing", Information Processing Society of Japan, April 15, 1997, Volume 38, No. 4, pages 257-266;

CERTIFICATE OF MAILING UNDER 37 C.F.R. § 1.8(a)

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, P. O. Box 1450, Alexandria, VA 22313-1450 on May 10, 2004.

Dated: May 10, 2004


Paul J. Esatto, Jr.

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3. Japanese Unexamined Patent Application No. 11-285053 dated October 15, 1999 together with English language Abstract; and
4. Mutsumi Takahashi, "Internet Sociology, Internet Advertising in Japan – the continuous search", INTEROP MAGAZINE, Japan, Softbank Publishing Co., Ltd., November 1, 1999, Volume 9, No. 9, pages 168-171.

The references were cited in an Office Action dated January 20, 2004 received from the Japanese Patent Office. Applicants are submitting copies of the above-cited references, together with an English translation of the Examiner's comments regarding the references from the Official Action. The relevance of the references is described in the Official Action.

In compliance with the requirements of 37 C.F.R. §1.98(a)(3), as a concise statement of relevance, as it is presently understood by the individual designated in 37 C.F.R. §1.56(c) most knowledgeable about the content of the information, the undersigned attorney of record submits a translation of portions of an official action by a foreign examiner in which the references were cited. The relevance to the pending U.S. patent application is that the references were cited in a foreign patent application on the same subject matter. However, no independent analysis of the references, the accuracy of the statement of the foreign examiner or the claims of the foreign application under the laws of that country or the United States relative to the subject matter claimed in the present application has been made; the present understanding of the contents thereof by the undersigned being based on the translation of the foreign examiner's comments submitted herewith.

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Inasmuch as this Information Disclosure Statement is being submitted in accordance with the schedule set out in 37 C.F.R. § 1.97(b), no statement or fee is required.

Respectfully submitted,


Paul J. Esatto, Jr.
Reg. No. 30, 749

Scully, Scott, Murphy & Presser
400 Garden City Plaza
Garden City, New York 11530
(516) 742-4343

PJE:ac

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Form PTO-1449 U.S. DEPARTMENT OF COMMERCE (REV. 7-80) PATENT AND TRADEMARK OFFICE				Atty. Docket No. (Optional)		Application Number	
INFORMATION DISCLOSURE CITATION <i>(Use several sheets if necessary)</i>				14419			09/814,288
				<i>RECEIVED</i> <i>MAY 25 2004</i> GROUP 3600			
				Applicant(s) Noriko Ito			
				Filing Date March 21, 2001			Group Art Unit 2167
U.S. PATENT DOCUMENTS							
EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE (if appropriate)
	AA						
	AB						
	AC						
	AD						
	AE						
FOREIGN PATENT DOCUMENTS							
REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
						YES	NO
	11-265398	9/28/99	JAPAN				
	11-285053	10/15/99	JAPAN				
OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)							
	Katashi Nagao, "Agent Augmented Reality-Integration of the Real World and Information Worlds via Agents, Information Processing", Information Processing Society of Japan, April 15, 1997, Volume 38, No. 4, pages 257-266						
	Mutsumi Takahashi, "Internet Sociology, Internet Advertising in Japan – the continuous search", INTEROP MAGAZINE, Japan, Softbank Publishing Co., Ltd., November 1, 1999, Volume 9, No. 9, pages 168-171						
EXAMINER				DATE CONSIDERED			
* EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.							

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